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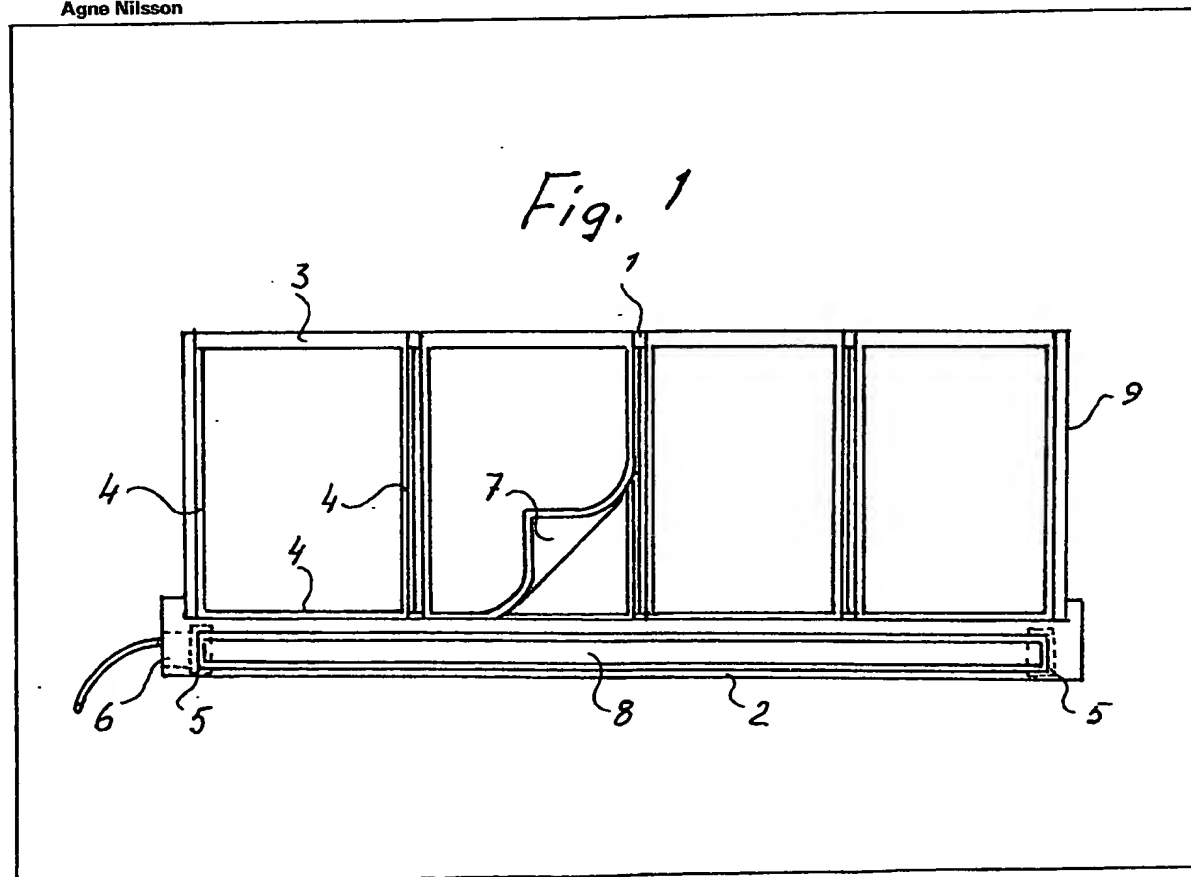
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(54) Display apparatus

(57) Display apparatus has a combination of fixed and moving texts or pictures. An upper part 1 is provided with one or more spaces for fixed advertisements with pictures or

text, the advertisements being attached by means of frame parts 3, 4 and a transparent sheet 7 separable by lifting up as shown and attachable by use of VELCRO (RTM), magnets or bolts. A lower part 2 is fitted with a movable illuminated strip, preferably in the form of an endless band carried by two rollers 5 and driven by an electric motor 6. Changing of the moving strip as well as the fixed picture/text material is easily achieved.



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Fig. 1

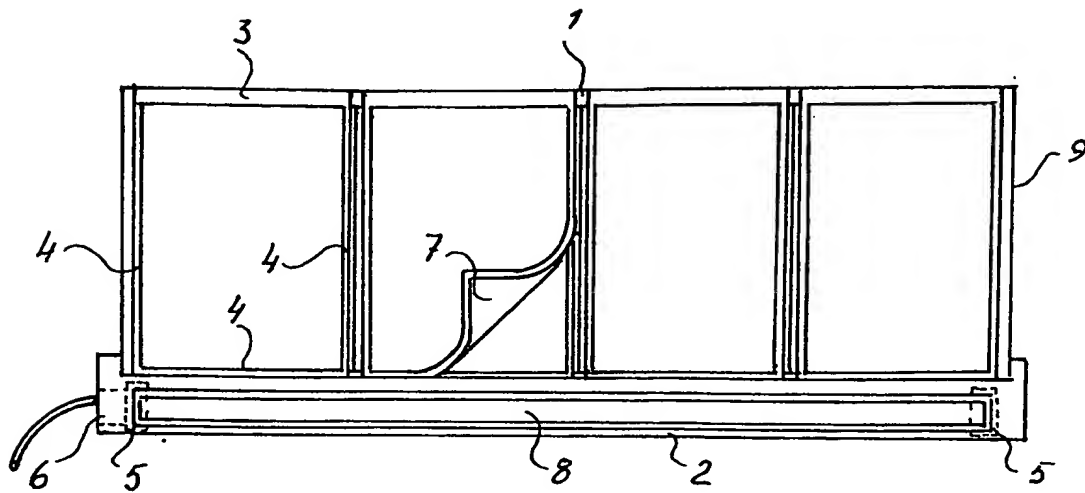


Fig. 2

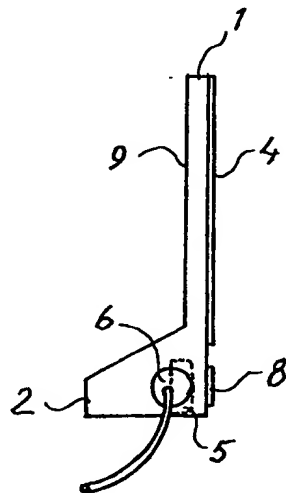


Fig. 3

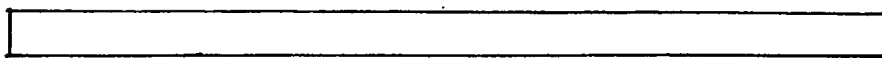
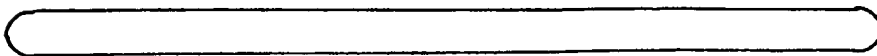


Fig. 4



SPECIFICATION **Display apparatus**

The present invention relates to display apparatus and in particular to advertising apparatus having a frame for mounting advertisement posters, for example, and a movable text, or text with pictures, associated with and in close proximity to the respective posters.

Food shops, confectioner's shops, petrol stations and car dealers for example almost every day have special offers for different articles for their customers and present their offers by, for example, attaching their notices on the inside of the shop-windows or doors instead of paying expensive advertisements in the local press.

The present invention provides a display apparatus comprising means for mounting a poster for display in a display position, a flexible strip having visible information on one side thereof mounted adjacent the display position and means for moving the flexible strip to progressively display the information.

An embodiment of the present invention will be described in greater detail by way of example with reference to and as illustrated in the accompanying drawings in which:—

Figure 1 shows a front view of the apparatus according to the present invention;

Figure 2 shows a side view of the apparatus of Figure 1;

Figure 3 shows the front of the moving text/picture strip, and

Figure 4 shows the strip from above.

Referring now to Figure 1 of the drawings, the apparatus preferably comprises an upper part 1 and a lower part 2.

Upper part 1 has a rear member 9, which is disposed away from the direction of viewing of the apparatus. Rear member 9 preferably comprises a plate and is preferably composed of metal or synthetic plastic.

Mounted upon rear member 9 is a multiplicity of frames 3. Each frame 3 encloses an area of rear member 9 and is preferably totally covered at the rear by a portion of rear member 9. Associated with each frame 3 is a respective second frame 4, which second frame 4 surrounds a surface area substantially corresponding to frame 3 and is removably mountable on frame 3.

Between frames 3 and 4 can be placed advertising posters, with the display side thereof being surrounded at its edge by frames 3 and 4. A transparent plate 7 can be closely disposed between the frames 3 and 4 so as to cover a poster and to facilitate maintaining the poster in a desired position. The plate 7 has a size substantially the same as that of the frame 4 and can preferably be removably fitted within frame 4.

At least a portion of frame 4 and plate 7 are detachable from frame 3 being preferably movable upwards by, for example, rotation of frame 4 about frame 3 about an axis along an edge of the frames with respect to upper part 1 and frame 3,

in order that the poster in the frames 3 and 4 can be exchanged for another.

Frame 4 may be detachably attached to frame 3 by means of, for example, magnets, nuts and bolts or Velcro (Registered Trade Mark) strip. A poster may be detachably attached to frame 3 by, for example Velcro (Registered Trade Mark) strip.

Lower part 2 attached to upper part 1 comprises a housing having a transparent plate 8 disposed longitudinally along its front face thereof and beneath frames 3 and 4 in upper part 1. Plate 8 is preferably made of glass or synthetic plastic.

Arranged behind and parallel to the length of plate 8 is a flexible strip which is preferably in the form of a loop, one side of the loop being visible through plate 8.

The said one side of strip has text and/or pictures disposed thereon.

The loop is arranged so as to extend along the length of plate 8 preferably between two rolls 5, disposed internally and each at a respective end of the loop. The loop may be rotatable by rotation of the rolls 5, at least one roll 5 being driven by a motor 6, which motor 6 is connectable to a source of external voltage.

The strip is preferably illuminated in order to enhance the visibility of the text on the strip.

Alternatively expressed on the drawing, 1 stands for the upper part of the device according to the invention, which can be consisting of one or more frames 3, 4 for setting up advertising pictures, perhaps with text. The back 9 consists of a totally covering plastic or metal plate, of which the upper frame part 3 is firmly fixed and the rest of the frame 4 is detachable and foldable upwards by being fixed by means of magnetic changes or other arrangements for fixing. Further on, the upper frame part 3 is fitted with prickles for fastening of advertising bills and the like. By folding the frame part 4 upwards it is thus easy to exchange the advertising bills for others of more current interest. In the frame 3, 4 a transparent plate 7 is fixed, in order that the advertising bill will be visible and kept on place within the frame. 7 shows how the transparent plate with the frame 3 is loosened and folded upwards for exchange and setting up of new advertising bills. The lower part of the device is joined with the part 2, which is fitted with a longitudinal transparent plastic or glass pane 8, containing a strip with text or pictures, which strip is movable by means of two preferably motor-driven 6 rolls 5.

The lower part 2 can also be used separately for advertising purposes, for instance on motor-cars, in which case it is to be connected to the car battery and is attached at the lower edge thereof onto the inside of the rear window. The text (the moving one) can in such cases be connected to fixed advertising posters on other places on the vehicle, for example buses and taxi-cabs.

An embodiment of the present invention makes it possible in an easy way to replace posters, messages or pictures with others of current interest without using tape or other adhesives and continuously gives moving messages as a

complement to the posters above, attached within the frame or frames.

An advantage of the present invention is that when a person sees the display apparatus, the person looks at the moving text and waits till they have read the entire message, thereby taking more interest in the pictures and writing in the posters above.

CLAIMS

10 1. A display apparatus comprising means for mounting a poster for display in a display position, a flexible strip having visible information on one side thereof mounted adjacent the display position and means for moving the flexible strip to progressively display the information.

15 2. A display apparatus as claimed in Claim 1 wherein the visible information on the strip is displayed through a window in the apparatus and the flexible strip is moved along a path adjacent the window.

20 3. A display apparatus as claimed in Claim 2 wherein the strip is formed as an endless loop and is mounted on rollers so as to be movable along the path.

25 4. A display apparatus as claimed in Claim 3 wherein the means for moving the strip further comprises at least one electric motor which is connectable to a source of external voltage, the motor being arranged to rotate a respective one of the rollers.

30 5. A display apparatus as claimed in any preceding claim wherein a poster is disposed between a frame and a backing member when the poster is in the display position.

35 6. A display apparatus as claimed in Claim 5 wherein the frame is detachably mounted on the backing member.

40 7. A display apparatus as claimed in Claim 6 wherein a transparent plate member is attached to the frame so as to cover a poster in the display position.

45 8. A display apparatus as claimed in Claim 5 or Claim 6 wherein the frame and the backing member are detachably mounted by means of magnets.

9. A display apparatus as claimed in any one of Claims 5 to 8 wherein a plurality of posters is mounted on the backing member in respective display positions thereof, each poster being

50 associated with a respective frame.

10. A display apparatus as claimed in any preceding claim wherein the flexible strip is detachably removable from the apparatus.

55 11. A display apparatus substantially as hereinbefore described with reference to the accompanying drawings.

12. Device for advertising purposes with a combination of fixed and moving texts or pictures, characterized by the back of the device preferably being made of a totally covering plastic or light metal plate, on the front of which one or more frames are fixed in such a way that the upper frame part at its upper edge is firmly fixed on the back parallelly with the upper edge of the plate and together with the other parts of the frame are holding a transparent plate, and the frame with the plate in functioning position being detachably fixed by means of magnets or Velcro (Registered Trade Mark) tape in order to be able to be partly folded upwards for setting up of advertising material and the like and thereafter to be kept in a striking place within the frame, further on, the lower part of the device being equipped with a firmly fixed container fitted with a transparent, longitudinal plastic or glass pane and internally at each end with a spring regulated axle with rolls of a soft material, which axles are driven with a desired rotation speed by an electric motor, in order that the text or picture strip that is applied on and fed by the rolls will show a moving text/picture behind the illuminated pane.

13. Device for advertising purposes according to Claim 1, characterized by the fact that a paper quality of the cheapest sort can be used without any wear to speak of owing to the lenient treatment, to which the paper strip is exposed by the spring regulated axles, and the soft material of the rolls.

14. Device for advertising purposes according to Claims 1 or 2, characterized by the frame parts being fixed against the plate by means of preferably a magnet system or Velcro tape in order to be able to be easily folded upwards for setting up of new advertising material and removing of the old one.

15. Device for advertising purposes according to patent Claims 1, 2, or 3, characterized by the moving strip with the texts/pictures being able to be easily exchanged for another strip of current interest.